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Dear Sir:

Recently the editors of DUN'S REVIEW prepared a collection of the best articles on management, personal direction and investment that have appeared in our pages this year.

(This special report, "What's Ahead in Management: Provocative Guidelines for the Executive," is yours free with a trial subscription to DUN'S REVIEW.)

In editing this material for our new collection, we were struck again by that dominant trait which runs through all successful organizations and men—the knowledge of goals so well-defined that they are unmistakable.

Question yourself as to your goals. Ask yourself if your aims can be set down, right now, on a piece of paper. Then, what is the strength that you need to reach them?

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BUSINESS AND THE 90th CONGRESS ... What legislation and legislators are likely to do on paramount issues of vital concern to business and industry executives.

MANAGEMENT PROBLEMS OF TOMORROW ... How to prepare for and defeat the problems such as the matter of corporate reorganization that are and will be developing in the future.

MORE ROOM AT THE TOP? . . . The techniques being adopted by corporate management to build up its second echelon, to help take some of the work load off top management's shoulders.

THE INSIDER AND THE SEC . . . What can the business executive do or not do when he is about to buy securities. Here is an expert analysis of one of the most clouded areas in all of business.

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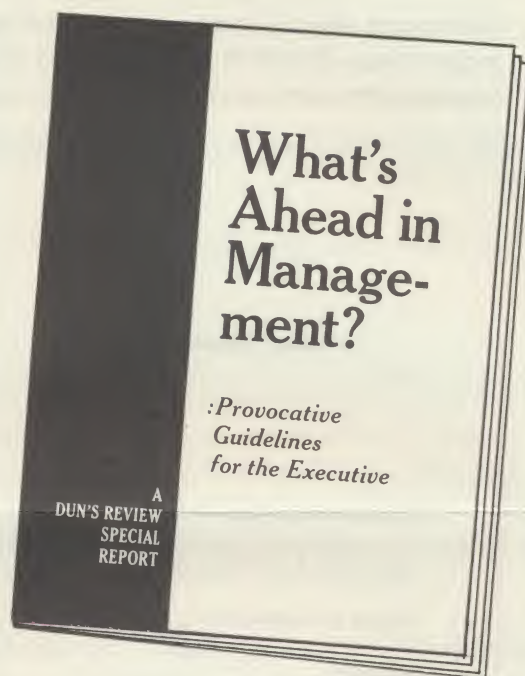
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HOW LONG MUST YOU WAIT TO GET TO THE TOP?

Here's one way to compare your own path to success with similar jobs elsewhere, from a recent issue of DUN'S REVIEW. Find your job function below, and this survey will tell you how long the average man must wait to get to the top — or to the first-choice spot.

Your Present Job Function	Average Wait to Top Job — First- Choice Man	Average Wait to Top Job — Second- Choice Man
Corporate Planning	0 years*	9 years
General Administration	3 years	6 years
Sales or Marketing	4 years	5 years
Finance	6 years	10 years
Purchasing	4 years	10 years
Personnel Administration	8 years	9 years
Production	5 years	9 years
Research	7 years	12 years
Accounting	6 years	8 years
Traffic	-3 years**	0 years*
Engineering	7 years	9 years
International	7 years	8 years
Legal	9 years	15 years
Advertising & Promotion	6 years	11 years
Public Relations	8 years	17 years

* 0 years doesn't mean that he has arrived. It means that he is probably as close to retirement age as the boss.

** -3 years means that on the average he is that much older than the boss!

One more footnote on this survey. The important thing is not really how many years it will take you to get "There." But — are you first-choice man, second-choice, or further down?

YOUR GRASP OF THE ART OF MANAGEMENT IS THE DIFFERENCE!

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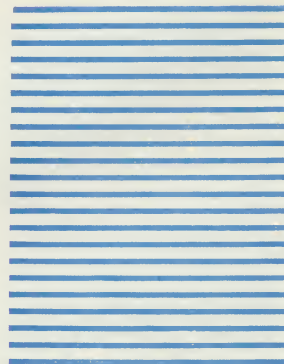
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